

## COHESIVE COATING FOR SNACK FOOD PACKAGING

### ABSTRACT

A water based, cold seal, cohesive coating for bonding one or more  
5 substrates together to form a flexible package to contain an article, especially useful  
for snack food packaging. The cohesive coating includes about 25% to about 90%  
by weight of a natural rubber latex emulsion, about 10% to about 75% by weight of  
a non-self-crosslinking acrylic emulsion, about 0.01% to about 10% by weight  
water, and one or more ingredient selected from an anti-foam agent, ammonia, a  
10 surfactant, an anti-blocking agent, an inert filler, and a conditioning agent, so that  
in combination the components total 100% by weight of the composition. The use  
of a non-self-crosslinking acrylic emulsion provides an improved cold seal  
cohesive that may be employed with current high temperature converting systems  
and provides improved adhesion to substrates, enhanced cohesion to itself, reduced  
15 blocking and avoids seal deadening.